ABSTRACT OF THE DISCLOSURE

A system and methods for suggesting interaction strategies to customer service representatives in a customer relationship management environment which includes analyzing customer data to determine one or more patterns and generating a set of rules based upon the patterns. A recommendation engine is used to compare the rules to a current customer interaction to recognize one or more of the patterns in the interaction. Real-time interaction strategies are then suggested which correspond to the recognized patterns.

631807.01 – WORD DOCUMENT

Docket No 23689-210